

REMARKS

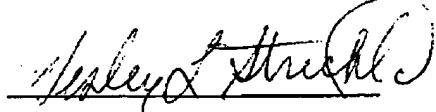
Claims 1-31 are pending in the present application. Claims 1-11 and 28-31 remain active; all of which stand under final rejection. Claims 12-27 have been withdrawn from consideration. In view of the rejection, claims 1, 2 and 28 have been amended and claims 3 and 30 have been canceled. Applicants submit that no additional subject matter was improperly included by way of these amendments.

Claim 1 requires that associated object location and time information, as well as associated marketing information be recorded for a product. Also, a video sequence including an image of the product along with the associated object location and time information are transmitted. previously applied prior art teaches or suggests these limitations of claim 1. Claim 2 recites limitations similar to claim 1 from a system standpoint instead of a method. Furthermore, claim 2 requires that a spatial location of an item (having associated marketing information) in a sequence of images varies. Applicants urge that none of the previously applied prior art teaches or suggests these limitations of claim 1 and claim 2.

In view of the amendments, Applicants urge that all remaining claims are in condition for allowance and passage of this case to issue is respectfully requested.

An extension of time is submitted herewith along with a PTO form 2038. Also, a revocation of previous power of attorneys is included as well.

Respectfully submitted,



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